

# The Role of Brand Personality in Setting Expectations for Engagement on Social Media

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## ABSTRACT

In recent years, business has leapt on to the social media marketing bandwagon. However, many have learned that social media marketing is not equally beneficial for all brands, and that there is a difference between aiming for more followers versus aiming for more engagement and deeper relationships. Recently, the shift has been toward engagement as the ultimate social media goal, rather than mere followers. But just as all brands do not need to be on social media, *do all brands have to aim toward high engagement?* This study attempts to answer this question by considering communication based on brand personality type. Aaker (1997) outlined five distinct dimensions of brand personality, and a pilot test was conducted to first evaluate the manipulation checks before launching an experimental study. Results of the pilot test revealed that manipulation checks work as intended, except for the Competence condition. This in line with the literature, which suggests that addressing all five dimensions of brand personality simultaneously is challenging. However, the pilot test results provide guidance in adjusting the Competence scenario for the main experiment.

## ABOUT THE AUTHORS

Dr. Joanne T. Cao is an Assistant Professor of Marketing in the College of Business and Economic Development at the University of Southern Mississippi. She received her doctorate at Louisiana Tech University. Dr. Cao's research streams include service consumption, value creation and destruction, and service failure and recovery. She has an established record of research, and her work has been presented at international, national, and regional conferences.

Dr. Jamye Foster is the Director and Associate Professor of Marketing in the College of Business and Economic Development at The University of Southern Mississippi. She earned her Ph.D. in marketing from Louisiana State University, and served as lecturer at the University of Canterbury in Christchurch, New Zealand for three years before joining the faculty at USM. Dr. Foster's recent publications include an examination of how the use of a theme can improve consumer outcomes in the retail environment, and an examination of how virtual mirror technology can impact online shopping behavior. She also actively researches with undergraduate and MBA students.

Dr. Gallayanee Yaoyuneyong is an Associate Professor of Merchandising in the College of Business and Economic Development at the University of Southern Mississippi. She received her Ph.D. from Florida State University. Dr. Yaoyuneyong's streams of research can be divided into two distinct categories: Merchandising 2.0 and Classroom 2.0. Her research has been published in various journals in the fields of merchandising, marketing, advertising, and education. Dr. Yaoyuneyong is a particularly innovative instructor and has won numerous teaching awards.